



A Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov

Select the "medical" menu and then "Idaho Tobacco Permits"

Volume 18, Issue 4
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Facts and Stats

"A" average for March

According to Idaho Code 39-5701, the Idaho Department of Health and Welfare must inspect each business that sells tobacco to ensure that it does not sell tobacco to minors.

In March 2018:

- 233 Vendors were inspected.*
- 12 Vendors sold to the inspecting minor.
- The compliance rate for the month was 94.85%

*Non-minor Exempt Inspections where purchase attempts were made.

Prevent the Sale Website

A training resource provided to you by the Idaho Department of Health & Welfare.

[Preventthesale.com/ Idaho](http://Preventthesale.com/Idaho)

Visit our website and get valuable retailer education and training support on all aspects of Idaho's Prevention of Minors' Access to Tobacco law!

Advertising and Promoting Tobacco Products

By Cheryl Reed

Sponsoring Events and Advertising

To reduce the number of children who start smoking, the Food and Drug Administration is enforcing some strict rules about advertising and marketing tobacco products. Many of the rules apply to not only manufacturers of tobacco products, but also retailers. Among some of the laws are those for sponsoring events.

The FDA restricts retailers and manufacturers from sponsoring any event, such as athletics, music, or art, using the brand name, logo, tag lines, or color symbols that are similar to a tobacco product. For example, if you wanted to support your local baseball team by supplying them with tee-shirts that include your store name, you wouldn't be able to use the name "Lucky Strikers" with a red and black circle as the design.

There are also specific laws about the required warning statements on advertisements for tobacco products that include font size, font type, and even punctuation and capitalization. If you don't know the specifics of these FDA laws, you can visit

<https://www.fda.gov/TobaccoProducts/Labeling/MarketingandAdvertising/default.htm#sponsoring> to make sure you're in compliance.

Last, it is illegal, of course, to give away free samples of any tobacco products, except in adult-only establishments. This is especially important because there are components of some tobacco products, like the aerosolizing apparatus of e-cigarettes, that if obtained by minors, could significantly reduce the barriers for using e-cigarettes.

Remember that the goal of all the rules, laws, and suggestions by the FDA is to reduce the number of minors who start smoking, to inform the public of the risks of tobacco, and even to help addicted smokers to quit. The FDA's regulation of tobacco products since 2009 has resulted in a number of new regulations to reduce the risk of tobacco addiction.

What's next? Reducing the amount of nicotine in tobacco to levels that are minimal or non-addictive. The FDA is seeking public comment on this lawmaking proposal, which could potentially save millions of lives. You can read more about this proposal at <https://www.fda.gov/TobaccoProducts/NewsEvents/ucm600955.htm>.

The Synar Report—what is that?

Every state is required to produce a report each year on its progress in enforcing the youth tobacco access laws. This report is called “The Synar Report” and includes detailed progress as well as goals for the coming year. The information in the report is then used by Congress to help support state in their efforts, and improve resources. It also helps state look closely at the results of their efforts and make improvements. This report is made public

One section of the Synar Report addresses compliance rates for the state, which is a strong indication of how the state is progressing in preventing the sale of tobacco to minors. The number of citations issued according to the 2017 Synar Report was 241 (123 to retailers and 118 to clerks) with 144 fines assessed. Idaho used 13 youth inspectors, and every tobacco outlet in Idaho had at least one compliance check in 2017.

Both the state and federal government are highly concerned about the detrimental effects of tobacco use has on the health of our citizens. Employee training for those who sell tobacco products, tobacco permits, compliance inspections—and the Synar Reports, are some of the important ways that we manage and assess these efforts. If the number of citations issued and fines assessed is lower each year, we know our efforts are working. If the number of minors who start smoking in the year is lower than the previous year, we know our efforts are working.

In a way, the Synar Report is the state’s new years’ resolution to take a look at the past year and determine what we can do in the coming year to become better.

Wonder why it’s called the Synar Report? It was named after Congressman Mike Synar of Oklahoma, who sponsored the amendment and was first implemented in 1996.

If you’re interested in knowing all the details in the 2018 Synar Report, you can read it here:
<https://healthandwelfare.idaho.gov/Portals/0/Medical/SUD/FFY2018AnnualSynarReport.pdf>.

Spring is here!! Enjoy!



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What’s inside?

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- What is the Synar Report?

PLEASE DISTRIBUTE TO EMPLOYEES